

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Avi Moskowitz et al.	Art Unit :	2179
Serial No. :	10/721,045	Examiner :	Eric A. Wiener
Filed :	November 21, 2003	Confirmation No.:	5043
		Notice of Allowance Date:	March 26, 2008
Title :	PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS		

**MAIL STOP ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed March 6, 2008, enclosed is a completed issue fee transmittal form PTOL-85b. The required issue fee and publication fee in the amount of \$1020 are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization.

COMMENTS ON REASONS FOR ALLOWANCE

The Examiner's allowance of the claims is appreciated. The Applicant submits the following comments concerning the Examiner's Reasons for Allowance cited in the Notice of Allowability. It is the subject matter of each claim as a whole that is patentable, not any particular feature recited in the claim(s). The Applicant does not concede that the reasons for allowance given by the Examiner are the only reasons that make the claims allowable and does not make any admission or concession concerning the Examiner's statement.

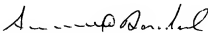
Applicant : Avi Moskowitz et al.  
Serial No. : 10/721,045  
Filed : November 21, 2003  
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Attorney's Docket No.: 16157-002001

Please apply any additional charges or credits to our Deposit Account No. 06-1050.

Respectfully submitted,

Date: 5/6/08



Samuel Borodach  
Reg. No. 38,388

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# **PART B – FEE(S) TRANSMITTAL**

Complete and send this form, together with applicable fee(s), to: **Mail**  
**or Fax**

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26211 7590 03/26/08

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 I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

**FISH & RICHARDSON P.C.  
 P.O. Box 1022  
 Minneapolis, MN 55440-1022**

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/721,045	11/21/2003	Avi Moskowitz	16157-002001	5043

**TITLE OF INVENTION: PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS**

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$300	\$1020	06/26/2006

EXAMINER	ART UNIT	CLASS-SUBCLASS
WIENER, ERIC A.	2179	715-760000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent from page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1. **Fish & Richardson P.C.**

2. \_\_\_\_\_

3. \_\_\_\_\_

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. Inclusion of assignee data is only appropriate when an assignment has been previously submitted to the USPTO or is being submitted under separate cover. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE (CITY AND STATE OR COUNTRY)

American Registry, LLC

Teaneck, NJ

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ corporation or other private group entity ☐ government

4a. The following fee(s) are enclosed:

- ☒ Issue Fee  
☒ Publication Fee (No small entity discount permitted)  
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☐ Payment by credit card. Form PTO-2038 is attached.  
☒ The Director is hereby authorized to charge the required fee(s), or credit any overpayment, to Deposit Account Number 06-1050. (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ [ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ [ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant, a registered agent or, or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

(Authorized Signature) 

Typed or Printed Name Samuel Boredach

(Date) May 6, 2008

Registration No. 38,388

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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